

<i>SERFF Tracking Number:</i>	<i>AMRP-126527389</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>American Republic Corp Insurance Company</i>	<i>State Tracking Number:</i>	<i>45100</i>
<i>Company Tracking Number:</i>	<i>09AR0545</i>		
<i>TOI:</i>	<i>MS08I Individual Medicare Supplement -</i>	<i>Sub-TOI:</i>	<i>MS08I.005 Plan F (Basic) 2010</i>
	<i>Standard Plans 2010</i>		
<i>Product Name:</i>	<i>ARS Plan F Take One</i>		
<i>Project Name/Number:</i>	<i>ARS Plan F Take One/09AR0545</i>		

Filing at a Glance

Company: American Republic Corp Insurance Company

Product Name: ARS Plan F Take One	SERFF Tr Num: AMRP-126527389	State: Arkansas
TOI: MS08I Individual Medicare Supplement - Standard Plans 2010	SERFF Status: Closed-Filed-Closed	State Tr Num: 45100
Sub-TOI: MS08I.005 Plan F (Basic) 2010	Co Tr Num: 09AR0545	State Status: Filed-Closed
Filing Type: Advertisement		Reviewer(s): Stephanie Fowler
	Authors: Andrea Davey, Kerin Overturf, Brandy Horton	Disposition Date: 03/24/2010
	Date Submitted: 03/03/2010	Disposition Status: Filed-Closed
Implementation Date Requested: On Approval		Implementation Date:

State Filing Description:

General Information

Project Name: ARS Plan F Take One	Status of Filing in Domicile: Authorized
Project Number: 09AR0545	Date Approved in Domicile:
Requested Filing Mode:	Domicile Status Comments:
Explanation for Combination/Other:	Market Type: Individual
Submission Type: New Submission	Group Market Size:
Overall Rate Impact:	Group Market Type:
Filing Status Changed: 03/24/2010	Explanation for Other Group Market Type:
	State Status Changed: 03/24/2010
Deemer Date:	Created By: Andrea Davey
Submitted By: Andrea Davey	Corresponding Filing Tracking Number:
Filing Description:	
Re Individual Medicare Supplement Advertising	

Z-2555

We are enclosing the above referenced form for your review and information. This form is new and is not intended to replace any forms currently in use. This is a brochure provided to prospective clients upon request, and will be used in the solicitation of our Individual Medicare Supplement plans.

SERFF Tracking Number: AMRP-126527389 State: Arkansas

Filing Company: American Republic Corp Insurance Company State Tracking Number: 45100

Company Tracking Number: 09AR0545

TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.005 Plan F (Basic) 2010
Standard Plans 2010

Product Name: ARS Plan F Take One

Project Name/Number: ARS Plan F Take One/09AR0545

Please let me know if you have any questions or if I can be of assistance during the review process. My phone number is 1-800-247-2190, ext. 2006.

Thank you.

Company and Contact

Filing Contact Information

Andrea Davey, andrea.davey@americanenterprise.com
601 6th Ave 515-245-2006 [Phone]
Des Moines, IA 50334 515-245-2391 [FAX]

Filing Company Information

American Republic Corp Insurance Company CoCode: 67679 State of Domicile: Nebraska
P O Box 2780 Group Code: 3527 Company Type: Life and Health
Omaha, NE 68103-2780 Group Name: American Enterprise State ID Number:
(800) 987-8988 ext. [Phone] FEIN Number: 23-1609793

Filing Fees

Fee Required? Yes
Fee Amount: \$50.00
Retaliatory? Yes
Fee Explanation: \$50/filing
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
American Republic Corp Insurance Company	\$50.00	03/03/2010	34585509

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	03/24/2010	03/24/2010

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Disposition

Disposition Date: 03/24/2010

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Form	ARS Plan F Take One	Filed-Closed	No

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Form Schedule

Lead Form Number: Z-2555

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 03/24/2010	Z-2555	Advertising	ARS Plan F Take One	Initial			Z-2555 Bracketed.pdf

ATTN: Medicare Participants

 American Republic Corp
Insurance Company



What do recent Medicare changes mean to you ... and your budget?



Make sure recent Medicare changes haven't put a dent in your protection against doctor and hospital bills:

Just call **[agent number]** for a free, no-obligation consultation today.

Why **NOW** Is The Time To Review Your Medicare Supplement

The federal government recently changed Medicare plans, deductibles and copayments.

And if you're already participating in Medicare, it's critical to understand exactly what these changes mean to you ... and your budget.

*Will your responsibility for doctor
and medical bills go up?*

*Is your Medicare supplement plan
now the most comprehensive available?*

*Are you paying more than you need to
for your Medicare coverage?*

There's no doubt that staying on top of the latest deductible, copayment and plan changes can help you make the most of your Medicare benefits.

That's why the Medicare experts at American Republic Corp Insurance Company urge you to take advantage of our free, no-obligation Medicare Benefit Review.

We'll walk through the latest changes. Bring you up to speed on the changes in Medicare deductibles and copayments. And help you make sure your current Medicare coverage is still the best bargain for you.

**Just call [agent number]
to get started right away.**



American Republic Corp
Insurance Company

Not connected with or endorsed by the U.S. government or the federal Medicare program.

American Republic Corp Insurance Company is a wholly owned subsidiary of American Republic Insurance Company which was established in 1929. This is a solicitation of insurance and an agent may contact you. In CO, IL, KS, MO, MS, OK, OR, PA, SD, TX and WI, coverage is available to qualified Medicare beneficiaries under age 65. In ND, please ask for details about Medicare Supplement Plans A, F, K and L. Call today for more information about the benefits, costs and limits.

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Policy Forms: A-3101AC; in OK, A-3101AC-OK; in PA, A-3101AC-PA; in TN, A-3101AC-TN